

GED Closeout Campaign Webinar

January 2013

Hello, everyone and welcome to the KYAE GED Campaign Closeout Webinar! I am Missy Brownson, Sr. Associate for Communications and Outreach at KYAE, and I'll be moderating today's webinar session.

I have Toni Quire – whom I'm sure you all know and love – here to help make sure everything runs smoothly.

At this time, please check to make sure your phone is muted. If not, press STAR – 6. If we hear extraneous noise, we may remind you of this again.

I'm committed to getting us out of here in no more than an hour today, which I'm sure you won't mind. In order to help ensure we do that, we are going to save questions for the end of the session, so please jot them down as we go along.

Here's the format we'll use today:

- I'll start with an overview of the year-long KYAE GED Closeout Campaign, as well as some other items you'll be interested to hear.
- We'll then take a tour of the materials available on the KYAE website, and I'll do a quick demonstration of how you customize the materials, just in case you need a little help.
- We'll wrap up by opening things up for questions and comments.

Overview of KYAE GED Closeout Campaign:

- The plan is for the GED Closeout Campaign to roll out in 5 “waves,” which will increase in urgency as the year progresses. As we move through the year, this plan will change and evolve. I'm sure we'll modify it as we hear ideas and suggestions from you. So what I'm presenting today will probably be tweaked as we move through the year.
- In addition to what I'll be describing on the upcoming slides, we are also planning to run statewide radio PSAs with a close-out theme, as well as a series of audio news releases with a close-out theme.
- 1st wave – December
 - In December, downloadable, customizable marketing materials and other resources were posted on the KYAE website; we'll walk through that in a little while.
- 2nd wave – January – which we're in the midst of now
 - Programmatic best marketing, recruitment and retention practices were posted on the KYAE website.
 - In November, we distributed a news release in that was very well used; if your community newspaper did not print that release ... or your radio/TV station hasn't done a story, please use the release to make contact with your local media .

- Talking points that may be helpful to use during interviews have already been posted on the site.
- 3rd wave – February-May
 - A new batch of downloadable, customizable marketing materials will be posted – will have a “finish line” theme, with a picture of someone getting ready to cross the finish line and verbiage reminding students how close they are and to keep going.
 - We plan to create and distribute another news release. March, April, May – will be working on social media and text marketing initiatives
- 4th wave – June-July
 - KYAE will print and provide postcards, fliers and posters to programs with “The time is NOW” message.
 - We plan to create and distribute another news release..
- 5th wave – August-November
 - KYAE will print and provide postcards, fliers and posters to programs with “Your time is running out” message.
 - We plan to create and distribute another news release..
 - Webinars on hosting and promoting “OPT Blitz” campaigns will be available.
 - Downloadable, customizable marketing materials for OPT Blitz campaigns will be posted.
- Something may want to take note of is that the last possible GED testing date in 2013 will be December 18.

Other items of interest:

- KYAE now has a Facebook page – please “like” us, and we’ll “like” your program’s Facebook page back! Please share link with staff and students: www.facebook.com/KYAdultEducation
- Katherine Adelberg from the Kentucky Department of Libraries and Archives here in Frankfort heard about the GED closeout and contacted me and wanted to know how libraries can help. We met, and we’re hosting a webinar for all the libraries in the state on February 13 – participants will even be receiving continuing education credit to attend, so they’re taking it quite seriously. We’ll be creating some more general promotional materials that they may share with patrons, but this may be a ripe time for you to ask them to share some of your customized materials, too. Also, be thinking of ways that you think your local libraries can help you out; if you’ll share those with me, I’ll pass them on to Katherine and the libraries.
- KET’s GED Outreach Toolkit may be a valuable resource ... ketadultlearning.org/outreach
 - Downloadable PDF that compares 2002 and 2014 GED test
 - A list of 23 ways to transition to the new test
 - GED 2014 and KET GED Connections Crosswalk
- KYAE and KET are working together to provide targeted GED math instruction
 - Designed for test-takers with the overall passing average on the GED test who only need to attain the minimum score on the math test in order to obtain the GED test credential
 - Expected launch date is March 1

- Features 12 lessons based on KYAE draft math standards, Level 4, and the content of the 2002 GED test
- Online resource: basic lesson plan, video segments, practice worksheets, practice problems and practice online activities
- Contact Gayle Box or Rae Smith for more information

Now we're going to take a quick tour of the website to show you where resources are located and what is currently available.

You see the big gold icon toward the top left of the page; this is what you click to get to the 2013 Closeout Campaign Materials. Let's click that.

Scroll down and you'll see the blue bar that talks about materials that are currently available for you to download and customize.

You'll see there are:

- Postcards
- 8-1/2 x 11 posters
- ½-page fliers
- And now, thanks to a suggestion from Kay Combs in Scott County, bookmarks!
- That's a good reminder – If you have any ideas, please be sure to share them with us. We want to make sure that the resources we provide are on target and work well for you.

Let's open a postcard sheet so I can demonstrate how to customize it with your information. I chose the postcard because it can be a little trickier than the others.

First, you'll need to scroll to the second page of the document. On the top left postcard, you'll scroll over "Your program's name" and put your program's name there. Since I was at the Daviess County program until a little over a month ago, I hope you won't mind if I use that as the example here.

You'll see that, as I click on the text box, you can see the parameters of the text box.

And you also see, that, once you've scrolled over something, it becomes highlighted. So, I'll type in SkillTrain here. Now, if I had used "SkillTrain Daviess County," it would have gone onto another line. If your program has a long name, you may want to make that text smaller. If that's the case, you'll highlight it again, and make it smaller. You'll want to make sure your program name is larger than your address, though, so keep that in mind.

Now, I'm going to put in the address information, so I'll scroll over it and change it ...

And the phone number information ...

At this point, you would probably want to save it to your computer. To do that you go up to “File” or the “Office” button click “Save As,” choose the location where you want to save it, and click “save” – or click the icon that looks like a disk. Now, your hard work won’t be wasted if your computer crashes!

Now, you don’t have to type this information over three more times; you can just copy and paste it.

What you’ll do is click in the text box you just customized. Now you’ll select all the text in the box, and you can do that a couple of ways. I think the easiest way is to just type CTRL + A – think of it as “A” for “all.” When you hold down the CTRL button and hit the letter A at the same time, it instantly selects all the text.

Another way you can select the text is by starting at the last character or first character in the block of text and dragging your mouse up and over or down and over until all the text is selected.

Once all of the text is selected, you will want to copy the text – and you can do this a few ways, too. You can find the “copy” function in your toolbar under “File,” either the word “copy,” or the symbol, which looks like two pieces of paper.

Another way to copy is to hold down the CTRL button and hit the letter C – “C” for “Copy.” It’s really easy if you hit CTRL+A then CTRL+C. OR you can right click and scroll to the word “copy.”

To paste the text you’ve just copied into another text box, you click into the next box and select all the text – CTRL+A. Now, the fastest way to paste is to hold down the CTRL key and type V – as in Victor – or VOILA! If you aren’t comfortable with this method, you can always find the “Paste” function in the toolbar under “File,” either the word paste or a symbol that looks like a clipboard.

The great thing is, once you’ve copied a piece of text, you can paste it again and again without having to copy it again.

You’ll want to make sure you save your document once you’re finished customizing it.

If you need further instruction or a reminder on how to customize your materials, you can click on “Materials customization instruction sheet,” which will walk you through it.

You’ll notice that each document is available in color or black and white. If you do print things in black and white, I recommend printing on brightly colored paper to catch people’s attention. You will need to print postcards on cardstock, and I recommend that for the bookmarks as well.

If you need some ideas of the types of papers to use, we have a “materials resource link” right here ... You’ll see that each recommended type of paper has clickable links to show you examples from five different potential vendors.

If you want to jump-start your thought process on where you place your customized materials, you might want to click on “Materials distribution sites idea sheet.” If you have anything you think should be added to this sheet, please let us know!

The sample telephone script is just a model that may help you and your staff craft your own message as you call students who have partially completed the GED exam.

As I mentioned earlier, we will be creating and distributing news releases as we go along. The “Provider talking points” were created to help as you answer questions from the media, among other things.

OK, I have just one more thing to show you on the web site, and it’s in a different location. Remember how I asked you all to send in your best marketing, retention and recruitment best practices? You can find the compiled list of those we have received thus far by clicking on “Educators,” then “Resources”, then going under the “Communications” header and clicking “Best practices from the field.” We are revamping News to Use, and each issue of News To Use will feature some of the best practices shared from the field. If you haven’t submitted your program’s best practices yet, I encourage you to do so by e-mailing them to me at missy.brownson@ky.gov. We all benefit when you share your knowledge and ideas!

Now we’re ready to hear your questions and thoughts.